

# 10.4 NOT JUST CUSTOMERS – FANS

## 1 LISTENING

A  10.01 **LISTEN FOR DETAIL** Listen to the podcast. Answer the questions.

1 What kind of company do Jackie and Christopher have?

*It's a cookie company.*

2 When did they close their company?

3 Why did they start their business again?

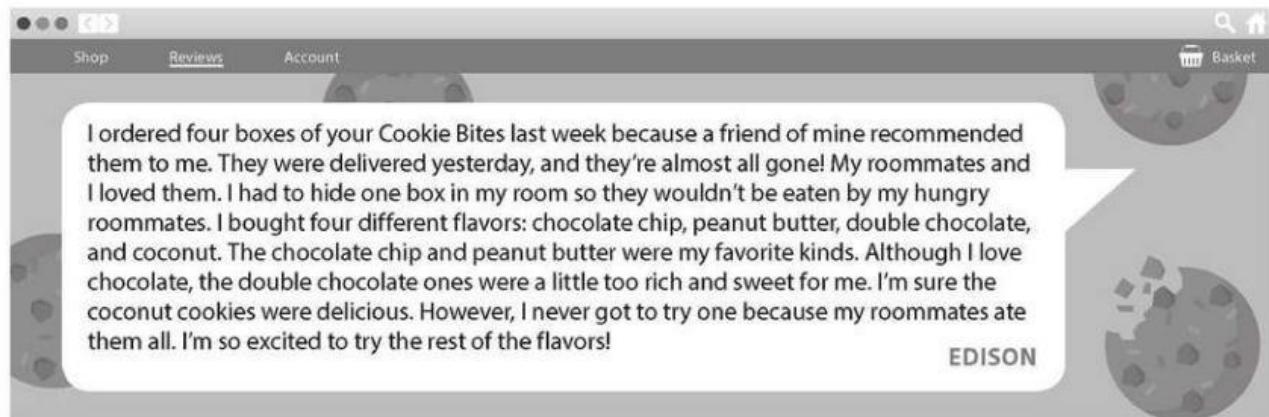
4 How is the business different now?

5 Where are their customers?



## 2 READING

A Read a customer's feedback about Cookie Bites. Answer the questions.



1 What product is Edison's feedback about?

*It's about Cookie Bites.*

2 What is his general opinion about the product?

3 Is his feedback all positive, all negative, or a little of both? Explain.

4 Who did he share the product with?

5 Is he going to buy the product again? How do you know?

### 3 WRITING

A Think of a product that you use every day and don't really think about, such as toothpaste, dish soap, or shampoo.

■ What is the product?

■ Why do you continue to buy the same product?

■ What do you like about it?

■ What do you dislike about it?

B Write a post giving feedback about the product from exercise 3A. Use *however* and *although* to contrast ideas.

## CHECK AND REVIEW

Read the statements. Can you do these things?

### UNIT 10

Mark the boxes.  I can do it.  I am not sure.

I can ...

If you are not sure, go back to these pages in the Student's Book.

VOCABULARY	<input type="checkbox"/> describe materials. <input type="checkbox"/> talk about production and distribution.	page 98 page 100
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GRAMMAR	<input type="checkbox"/> use the simple present form of the passive. <input type="checkbox"/> use the simple past form of the passive.	page 99 page 101
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FUNCTIONAL LANGUAGE	<input type="checkbox"/> question or approve of someone's choices. <input type="checkbox"/> use expressions for changing your mind.	page 102 page 103
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SKILLS	<input type="checkbox"/> write feedback about company products. <input type="checkbox"/> use <i>however</i> and <i>although</i> to contrast ideas.	page 105 page 105
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